

**ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION**

3-YEAR MBA PROGRAMME

II YEAR ASSIGNMENT QUESTION PAPERS 2009-2010

HUMAN RESOURCE MANAGEMENT

Assignment No. 1

4 x 5 = 20

Answer all Questions :

1. Discuss the challenges and changing role of HRM in the Globalised environment ?
2. Explain the process of Human Resource Planning. Discuss the role of Job Analysis in HRP.
3. How do you identify training needs in an organisation ? How do you evaluate its effectiveness ?
4. Describe the different schemes of Workers Participation in Management in India. Is Workers participation a success for failure ? Discuss.

Assignment No. 2

4 x 5 = 20

Answer all Questions :

1. Trace the evolution of Human Resource Management ?
2. Examine the principles of wage determination and explain about the payment of wages.
3. What is the mechanism envisaged for prevention and settlement of Industrial Disputes.
4. What is the difference between Collective Bargaining and Worker's Participation in Management. Discuss the role of collective bargaining as a peace mechanism.

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MARKETING MANAGEMENT

Assignment No. 1

4 x 5 = 20

Answer all Questions :

1. What are the major changes in the marketing environment in India after liberalization process initiated ?
2. Analyse consumer demographics in India.
3. Explain the New product introduction strategy of DOCOMO mobile services.
4. 'Brands are the values promoted by a company'. Discuss.

Assignment No. 2

4 x 5 = 20

Answer all Questions :

1. Explain the applications of direct marketing for FMCG.
2. What is the impact of culture on India consumer behaviour ?
3. Discuss the pricing strategies of Airtel and BSNL for the Cellular services.
4. How an advertising copy is developed for print media ?

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FINANCIAL MANAGEMENT

Assignment No. 1

4 x 5 = 20

Answer all Questions :

1. 'Financial Management is nothing but managerial decision making on asset mix, capital mix and profit allocation'. Explain.
2. How should the finance function of an enterprise be organized ? What functions do the financial manager perform ?
3. "Financial statements suffer from a number of limitations". Discuss
4. What are the main categories of cash inflows and cash outflows as per AS-3 revised ?

Assignment No. 2

4 x 5 = 20

Answer all Questions :

1. Distinguish between the weighted average cost of capital and the marginal cost of capital. Which one should be used in capital budgeting and valuation of the firm? Why?
2. Assuming the existence of the corporate income taxes, describe M.M's position on the issue of an optimal capital structure.
3. 'Bonus shares represent simply a division of corporate pie into a large number of pieces'. Explain.
4. Write notes on :
 - (i) Receivables Management
 - (ii) Inventory Management
 - (iii) Cash Management.

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OPERATIONS MANAGEMENT

Assignment No. 1

4 x 5 = 20

Answer all Questions :

1. Discuss the scope of Operations Management.
2. (a) Explain the functions of PPC
(b) Discuss Mass, Batch and Job order manufacturing systems with their advantages and disadvantages.
3. (a) What are the factors affecting Plant Location ? Discuss
(b) Explain the principles of material handling.
4. Write notes on the following :
(a) Material handling equipment
(b) Maintenance management
(c) Aggregate planning
(d) Role of operations manager

Assignment No. 2

4 x 5 = 20

Answer all Questions :

1. (a) What is Productivity ? Discuss the factors affecting productivity.
(b) Discuss Method study and work measurement.
2. (a) Define control chart. Discuss attribute and variable control charts.
(b) Explain (i) ABC analysis (ii) Total Quality management.
3. Write notes on the following :
(a) JIT
(b) MRP
(c) ISO 9000 series
(d) Acceptance sampling.
4. The demand for an item in a company is Rs. 18,000 units per year, and the company can produce the item at a rate of 3,000 per month. The cost of one setup is Rs. 500 and the holding cost of one unit per month is 15 paise. The shortage cost of one unit is Rs. 20 per year. Determine the optimum manufacturing quantity and the number of shortages. Also determine the manufacturing time and the time between setups.

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OPERATIONS RESEARCH

Assignment No. 1

4 x 5 = 20

Answer all Questions :

1. A diet conscious housewife wishes to ensure certain minimum intake of Vitamins A, B, C for the family. The minimum daily (quantity) needs of the Vitamins A, B and C for the family are respectively 30, 20 and 16 units. For the supply of these minimum vitamin requirements, the housewife relies on two fresh foods. The first one provides 7,5,2 units of the three vitamins per gram respectively and the second one provides 2,4,8 units of the same three vitamins per gram of the food stuff respectively. The first foodstuff costs Rs.3 per gram and second Rs. 2 per gram. The problem is how many grams of each foodstuff should the house wife buy every day to keep her food bills as low as possible ?

Formulate the underlying L.P. problem ?

- i) Write the “Dual” problem ?
 - ii) Solve the “Dual” problem by using the simplex method ?
 - iii) Solve the primal problem graphically ?
 - iv) Interpret the dual problem and its solution
2. A product is manufactured by four factors A, B, C and D. The unit production costs in them are Rs.2, Rs.3, Rs.1 and Rs. 5 respectively. Their production capacities are 50, 70, 30 and 50 units respectively. These factories supply the product to four stores, demands of which are 25, 35, 105 and 20 units respectively. Unit transportation cost in rupees from each factory to each store is given in the table below. Determine the extent of deliveries from each of the factories to each of the stores so that the total production and transportation cost in minimum.

		1	2	3	4
Factories	A	2	4	6	11
	B	10	8	7	5
	C	13	3	9	12
	D	4	6	8	3

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OPERATIONS RESEARCH

3. A department have five employees with five jobs to be performed. The time (in hours) each men will take to perform each job is given in the effectiveness matrix.

	I	II	III	IV	V
A	10	5	13	15	16
B	3	9	18	13	6
C	10	7	2	2	2
D	7	11	9	7	12
E	7	9	10	4	12

How should the jobs be allocated, one per employee, so as to minimize the total man-hours ?

4. Explain :
- (a) Goal Programming
 - (b) Post Optimality Analysis
 - (c) OR models

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OPERATIONS RESEARCH

Assignment No. 2

4 x 5 = 20

Answer all Questions :

1. A small project is composed of 7 activities whose time estimates are list in the table below :

Activity	Predecesors	Estimated Duration (weeks)		
		Optimistic	Most likely	Pessimistic
A	-	1	1	7
B	-	1	4	7
C	-	2	2	8
D	A	1	1	1
E	B	2	5	14
F	C	2	5	8
G	D, E	3	6	15
H	F, G	1	2	3

- (a) Draw the project network and determine the expected project completion time.
- (b) What duration will have 95 per cent confidence of project completion ?
- (c) If the average duration for activity F increases to 14 weeks, what will be its effect on the expected project completion time will have 95 per cent confidence.
2. Solve the following integer linear programming problem by using Gomory fractional cut :
- Maximize $Z = -4x_1 + 5x_2$
 Subject to $-3x_1 + x_2 \leq 6$
 $2x_1 + 4x_2 \leq 12$
 x_1, x_2 are non-negative integers.
3. i) Consider a self service store with one cashier. Assume poisson arrivals and exponential service times. Suppose that 9 customers arrive on the average every 5 minute and the cashier can serve 10 in 5 minutes. Calculate the following.
- (a) Average number of customers queueing for service.
- (b) Probability of having more than 10 customers in the system.
- (c) Probability that a customer has to queue for more than 2 minutes.
- ii) Solve the game whose pay-off matrix is given by graphical method :
- $$\begin{matrix} & \begin{matrix} B_1 & B_2 & B_3 & B_4 \end{matrix} \\ \begin{matrix} A_1 \\ A_2 \\ A_3 \end{matrix} & \left(\begin{matrix} 4 & -2 & 3 & -1 \\ -1 & 2 & 0 & 1 \\ -2 & 1 & -2 & 0 \end{matrix} \right) \end{matrix}$$
4. Explain (a) Dynamic Programming (b) Simulation (c) Crashing in Networks

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202 – INTERNATIONAL BUSINESS

Assignment No. 1

4 x 5 = 20

Answer all Questions :

1. Discuss in detail the arguments for and against the protectionist international trade practices.
2. Define the concept of disequilibrium in Balance of Payments. Also explain the correcting mechanism to reduce different types of disequilibrium.
3. Explain how is the exchange rate determined as per the Balance of Payments approach.
4. Review the trends with regard to India's Balance of Payments position during the last five years.

Assignment No. 2

4 x 5 = 20

Answer all Questions :

1. Discuss in brief the salient features of current India's EXIM policies.
2. Much has been talked about 'Special Economic Zones' in India in the recent past. Throw light on the issues as to their role in promoting international business in India
3. Explain the concept of international liquidity. Also analyse critically the IMF's role in promoting international liquidity.
4. What do you mean by the term 'convertibility of rupee' and elaborately discuss the implications involving in it.